

# KAUR's third year

With expanded staff and facilities, KAUR FM-Stereo has launched into its third year of broadcasting from the Augustana College Campus.

New program offerings, expanded hours of transmission, and the coming completion of a badly-needed production studio are three of the biggest changes for the station this year, according to Mark E. Helgesen, KAUR's promotion and public relations director. And according to him, all of the changes should lead to the station's better realizing its goals of providing a real listening alternative for Sioux Falls radio listeners, and providing a viable educational experience for students working at the station.

"Public radio used to have a very sterile image—the common idea was that people who listened to it had IQ's over 1,000," Helgesen said.

"We hope to take that idea away—although we're aimed at probably a more educated audience, it's a big audience."

"The college has entrusted us with lots of freedom and a lot of money to meet these goals," he added.

Helgesen explained that the new production studio,

which is currently in the process of being installed, will free the station's main operating facilities for expanded broadcasting hours. The station, beginning in early October, will broadcast from 6:30 a.m. to 1 a.m. on weekdays, and hopefully to 3 a.m. on the weekends.

But 24 hours per day, Helgesen stressed, KAUR's production studio will be available for extensive taping of program material. The new studio is costing the station approximately \$4,250.

"Public radio has got an opportunity and duty to do some of the things that nobody else in town offers," Helgesen noted.

New programming for this year will include live broadcasts from the Jabborwock. And all football, baseball and basketball games will be aired over the station.

But Helgesen stressed that to maintain such an extensive public radio operation, large numbers of student staff members are needed. "We can always use interested students—no matter how many we get, there is always more work for them to do."

Applications for working at the station are available at KAUR and at the Common's desk.